

RYAN CHRISTMAS

AI & CRM Operations Lead | GoHighLevel Architect

Location: Toronto, Canada & Puerto Escondido, Mexico (Remote-First)

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PROFESSIONAL PROFILE

Technical Operations Lead bridging the gap between business strategy and automated execution. My approach is simple: use automation and AI to remove bottlenecks, ensuring technology serves revenue goals rather than complicating them. I don't just fix problems; I architect the digital systems that prevent them from happening again.

TECHNICAL & OPERATIONAL TOOLKIT

CRM Infrastructure:

GoHighLevel (Expert), Salesforce, Snapshot Deployment, Funnel Logic, Workflow Optimization.

Revenue Operations:

Stripe Billing Logic, Subscription Management, Churn Prevention Automations.

AI & Automation:

Custom Scripting (Python/JS) for Data Hygiene, AI-Agent Deployment, Zapier/Make Integration.

Compliance & Security:

A2P 10DLC Verification, DNS Management, Data Privacy Protocols (HIPAA-Aware).

PROFESSIONAL EXPERIENCE

High-Growth B2B CRM Agency

2025 – Present

Client Success & Technical Operations Lead

>> Infrastructure Management: Manage the technical CRM environment for 70+ contractor businesses, ensuring 99.9% uptime for lead capture and communication systems.

>> Automated Data Hygiene: Built custom AI scripts to audit 300+ client tax records (EINs) instantly, eliminating days of manual data entry and preventing compliance blocks.

>> Revenue Recovery: Audited and fixed billing logic errors in the Stripe/GHL integration, directly recovering recurring revenue from accounts falsely marked as "Active."

>> Compliance Leadership: Led the migration of 800+ accounts to new A2P 10DLC standards, acting as the primary auditor for the pod to ensure verified status.

Independent Consultant

2025 – Present

Automation Architect

>> Rapid Deployment: Architected and launched high-converting sales funnels for clients in the fitness and luxury real estate sectors with <24 hour turnaround.

>> System Localization: Engineered bilingual platforms using AI tools to localize content for international markets, expanding lead quality.

>> Workflow Design: Created automated "No-Show" prevention systems using SMS reminders, directly improving appointment hold rates.

CORE COMPETENCIES

Technical Translation

Explaining complex backend issues (DNS, APIs) to non-technical stakeholders in plain English.

Crisis Management

Stabilizing account data and client trust during critical platform migrations and outages.

Operational Speed

Outcome-focused workflow prioritizing functional shipping over endless planning.